WHAT IS CLAIMED IS:

1. A method for providing interactive online modelling and evaluation of a product having one or more features, comprising the steps of:

    a. downloading from a server an interface for communication with said server;

    b. allowing a customer to choose one or more features from a predetermined set of features relating to the product;

    c. downloading from the server one or more software components relating to each chosen feature;

    d. allowing the customer to modify at least one of said chosen features of the product by use of the related software component; and

    e. presenting to the customer for viewing a simulation of the product incorporating said at least one feature modification.

2. A method for providing interactive online modelling and evaluation of a product having one or more features, comprising the steps of:

    a. downloading from a server an interface for communication with said server;

    b. allowing a customer to choose one or more features from a predetermined set of features relating to the product;

    c. downloading from said server one or more software components relating to each chosen feature;

    d. allowing the customer to modify at least one attribute of said one or more chosen features by use of the related software component, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance; and

e. presenting to the customer for viewing a simulation of the product incorporating said at least one feature modification.

3. A method for providing interactive online modelling and evaluation of a product having one or more features, comprising the steps of:

   a. downloading from a server an interface for communication with said server;

   b. allowing a customer to choose one or more features from a predetermined set of features relating to the product;

   c. downloading from said server one or more software components relating to each chosen feature;

   d. allowing the customer to modify at least one of the chosen features of the product by use of the related software component;

   e. presenting to the customer for viewing a simulation of the product incorporating said at least one feature modification; and

   f. recording said at least one feature modification on the server.

4. The method of Claim 3, further comprising the step of collecting pre-determined user data from the user.

5. The method of Claim 4, wherein said user data relate to the user's demographics.

6. The method of Claim 3, further comprising the step of recording said user data on the server.

7. The method of Claim 6, further comprising the step of relating said recorded at least one feature modification to said recorded user data for evaluation.

8. A method for obtaining interactive online modelling and evaluation, comprising the steps of:

a. requesting from a server an interface for communication with said server;

b. requesting from said server one or more features from a predetermined set of features relating to the product;

c. receiving one or more software components relating to each requested feature on a user computer;

d. modifying at least one of said one or more features by use of the related software feature; and

e. viewing a simulation of the product incorporating said at least one feature modification.

9. A method for obtaining interactive online modelling and evaluation, comprising the steps of:

a. requesting from a server an interface for communication with said server;

b. requesting from said server one or more features from a predetermined set of features relating to the product;

c. receiving one or more software components relating to each requested feature on a user computer;

d. modifying at least one attribute of said one or more requested features by use of the related software feature, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance; and

e. viewing a simulation of the product incorporating said at least one feature modification.

10. A method for obtaining interactive online modelling and evaluation, comprising the steps of:

a. requesting from a server an interface for communication with said server;

b. requesting from said server one or more features from a predetermined set of features relating to the product;

c. receiving one or more software components relating to each requested feature on a user computer;

d. modifying at least one attribute of said one or more requested features by use of the related software feature, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance; and

e. viewing a simulation of the product incorporating said at least one feature modification, wherein said simulation is available to the server for evaluation.

11. A method for obtaining interactive online modelling and evaluation, comprising the steps of:

a. requesting from a server an interface for communication with said server;

b. requesting from said server one or more features from a predetermined set of features relating to the product;

c. receiving one or more software components relating to each requested feature on a user computer;

d. modifying at least one attribute of said one or more requested features by use of the related software feature, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance;

e. viewing a simulation of the product incorporating said at least one feature modification; and

f. recording said at least one feature modification on the server.

12. The method of Claim 11, further comprising the step of collecting a pre-determined user data from the user.

13. The method of Claim 12, wherein said user data relate to the user's demographics.

14. The method of Claim 11, further comprising the step of recording said user data on the server.

15. The method of Claim 14, further comprising the step of relating said recorded at least one feature modification to said recorded user data to determined user needs and preferences.

16. A system for interactive online modelling and evaluation, comprising:

    a. a web server programmed with downloadable software components, said server being configured to receive requests;

    b. a connection to a data communications link, operationally coupled with said server, configured to transmit requests; and

    c. at least one computer memory connected to said web server, wherein said web server is supplied with programming in conjunction with said at least one computer memory, wherein said programming is operational

        i.   to download from a server an interface for communication with said server;

        ii.   to allow a customer to choose one or more features from a pre-determined set of features relating to the product;

        iii.   to download from said web server one or more downloadable software components relating to each chosen feature;

        iv.   to allow the customer to modify at least one of the chosen features of the product by use of the related software component; and

v.   to allow the customer to view a simulation of the product incorporating at least one feature modification.

17. A system for interactive online modelling and evaluation, comprising:

a. a web server programmed with downloadable software components, said server being configured to receive requests;

b. a connection to a data communications link, operationally coupled with said server configured to transmit requests; and

c. at least one computer memory connected to said web server, wherein said web server is supplied with programming in conjunction with said at least one computer memory, wherein said programming is operational

i.   to download from a server an interface for communication with said server;

ii.   to allow a customer to choose one or more features from a pre-determined set of features relating to the product;

iii.   to download from said web server one or more downloadable software components relating to each chosen feature;

iv.   to allow the customer to modify at least one attribute of the chosen features of the product by use of the related software component, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance; and

v.   to allow the customer to view a simulation of the product incorporating at least one feature modification.

18. A system for interactive online modelling and evaluation, comprising:

a. a web server programmed with downloadable software components, said server being configured to receive requests;

b. a connection to a data communications link, operationally coupled with said server configured to transmit requests; and

c. at least one computer memory connected to said web server, wherein said web server is supplied with programming in conjunction with said at least one computer memory, wherein said programming is operational

    i. to download from a server an interface for communication with said server;

    ii. to allow a customer to choose one or more features from a pre-determined set of features relating to the product;

    iii. to download from said web server one or more downloadable software components relating to each chosen feature;

    iv. to allow the customer to modify at least one of the chosen features of the product by use of the related software component;

    v. to allow the customer to view a simulation of the product incorporating at least one feature modification; and

    vi. to record said at least one feature modification on the server.

19. The system of Claim 18, wherein said web server is programmed to collect a pre-determined user data from the user.

20. The system of Claim 19, wherein said user data relate to the user's demographics.

21. The system of Claim 18, wherein said web server is programmed to record said user data on the server.

22. The system of Claim 21, wherein said web server is programmed to associate said recorded at least one feature modification to said recorded user data for evaluation.

23. A system for interactive online modelling and evaluation, comprising:

    a. a computer processor;

    b. a network communication link between a server and a user connected to said computer processor; and

    c. at least one computer memory operationally coupled with said computer processor, wherein said computer processor is supplied with programming in conjunction with said computer memory, wherein said programming is operational

        i. to request from a server an interface for communication with said server;

        ii. to request from said server one or more features from a predetermined set of features relating to the product;

        iii. to receive one or more software components relating to each requested feature on a user computer;

        iv. to modify at least one of said one or more features by use of the related software component; and

        v. to generate a simulation of the product incorporating said at least one feature modification.

24. A system for interactive online modelling and evaluation, comprising:

    a. a computer processor;

    b. a network communication link between a server and a user connected to said computer processor; and

c. at least one computer memory operationally coupled with said computer processor, wherein said computer processor is supplied with programming in conjunction with said computer memory, wherein said programming is operational

    i. to request from a server an interface for communication with said server;

    ii. to request from said server one or more features from a predetermined set of features relating to the product;

    iii. to receive one or more software components relating to each requested feature on a user computer;

    iv. to modify at least one attribute of said one or more requested features by use of the related software component, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance; and

    v. to generate a simulation of the product incorporating said at least one feature modification.

25. A system for interactive online modelling and evaluation, comprising:

a. a computer processor;

b. a network communication link between a server and a user connected to said computer processor; and

c. at least one computer memory operationally coupled with said computer processor, wherein said computer processor is supplied with programming in conjunction with said computer memory, wherein said programming is operational

    i.   to request from a server an interface for communication with said server;

    ii.   to request from said server one or more features from a predetermined set of features relating to the product;

    iii.   to receive one or more software components relating to each requested feature on a user computer;

    iv.   to modify at least one attribute of said one or more requested features by use of the related software component, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance; and

    v.   to generate a simulation of the product incorporating said at least one feature modification, wherein said simulation is available to the server for evaluation.

26. A system for interactive online modelling and evaluation, comprising:

    a. a computer processor;

    b. a network communication link between a server and a user connected to said computer processor; and

    c. at least one computer memory operationally coupled with said computer processor, wherein said computer processor is supplied with programming in conjunction with said computer memory, wherein said programming is operational

    i.   to request from a server an interface for communication with said server;

ii. to request from said server one or more features from a predetermined set of features relating to the product;

iii. to receive one or more software components relating to each requested feature on a user computer;

iv. to modify at least one attribute of said one or more requested features by use of the related software component, wherein said at least one attribute relates to one of shape, three-dimensional location and appearance;

v. to generate a simulation of the product incorporating said at least one feature modification; and

vi. to record said at least one feature modification on the computer processor.

27. The system of Claim 26, wherein said computer processor is programmed to collect a pre-determined user data from the user.

28. The system of Claim 27, wherein said user data relate to the user's demographics.

29. The system of Claim 26, wherein said computer processor is programmed to transmit said user data to the server.

30. The system of Claim 29, wherein said computer processor is programmed to relate said user data to said at least one feature modification for evaluation.

31. A method for altering design of a consumer product in response to consumer preference, wherein consumer preference as to product features is discerned through online survey, comprising the steps of:

a. making available to a plurality of consumers an interactive online mock-up for a consumer product having a plurality of product features;

b. allowing each of the plurality of consumers to modify at least one of the features to express the customer's design preference;

c. gathering data associated with said at least one feature modification; and

d. making available to a product designer said gathered data for evaluation.

32. The method of Claim 31, wherein the product designer has real-time access to said gathered data.

33. The method of Claim 31, further comprising the step of statistically organizing said gathered data based on a pre-determined set of parameters to discern consumer preference.

34. The method of Claim 31, wherein said gathered data representing consumer preference are scientifically integrated in a product design process.

35. The method of Claim 34, wherein said gathered data are used to alter a product design of a product based on discerned consumer preference.

36. The method of Claim 34, wherein said gathered data representing consumer preference are used by a product designer for end-stream customer-specific modifications of the product design.

37. The method of Claim 34, wherein said gathered data are used by the product designer for mid-stream modifications of an in-progress product design.

38. The method of Claim 34, wherein said gathered data are used by the product designer to obtain an initial user-specific design in a design process.

39. The method of Claim 34, wherein said gathered data are used by a product vendor to perform real-time modifications in a product marketing process.

40. The method of Claim 34, wherein said gathered data are used by a product manufacturer to replace a current manufacturing design with a design whose features incorporate data relative to said modifications of at least one of said features collected from the plurality of customers.

41. The method of Claim 34, wherein said gathered data representing consumer preference are used by the product manufacturer to perform real-time changes in a product-manufacturing process.